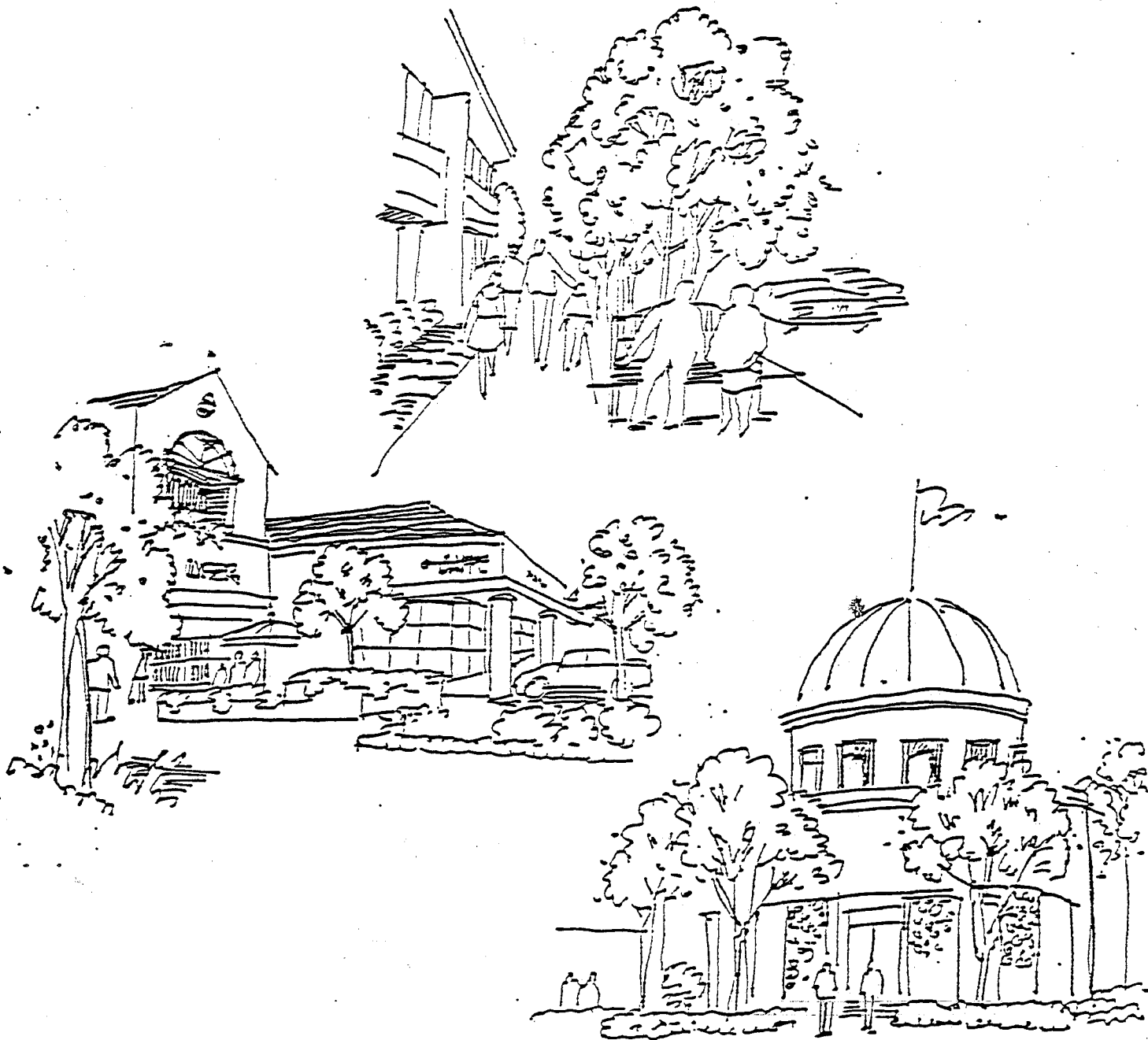


# LOS GATOS BOULEVARD

## PLAN

"A Comprehensive Long Term Plan to Enhance Los Gatos Boulevard"



TOWN OF LOS GATOS

FALL 1997

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# LOS GATOS BOULEVARD PLAN

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## I. INTRODUCTION

### A. Vision Statement

The Los Gatos Boulevard Plan has been created and adopted in order to establish a partnership among residents, businesses, property owners and the Town government to develop the Boulevard as a distinct place that enhances the quality of life of the people of Los Gatos through its economic vitality, beauty, and community.

To realize this Vision, the overall Goals of the Plan are to:

- Preserve and project the essence of Los Gatos' history, individuality, character, and natural environment.
- Promote commercial activity that complements the whole Town. Provide a dependable source of income, employment opportunities, goods and services.
- Provide for attractive, easy and effective access to, from and through the Boulevard.
- Provide effective links and interfaces between neighborhoods and commercial areas.

*The purpose of the Plan is to establish short, medium and long range goals, policies and implementation measures including priorities for Boulevard improvements.*

### B. Study Area and Conditions

The Los Gatos Boulevard Plan Study Area extends for approximately 1.8 miles between the Route 85 interchange to the north and Spencer Road to the south. Land use in this area consists primarily of mixed use commercial, neighborhood shopping centers, auto sales and repair and office. Existing zoning provides for the broadest range of mixed use commercial and residential uses excluding industrial and manufacturing. The following vicinity maps illustrate 1) the study area location in relationship to downtown Los Gatos, and 2) the land uses along Los Gatos Boulevard as of June 1997.









Several events have combined to lead to the current conditions along Los Gatos Boulevard: construction of Highway 85, relocation of several businesses leaving large vacant lots and buildings, and a message from both business owners and residents for a re-examination of the development and public improvement goals for the Boulevard. These events were the catalyst for the Town's re-evaluation of the Boulevard development goals.

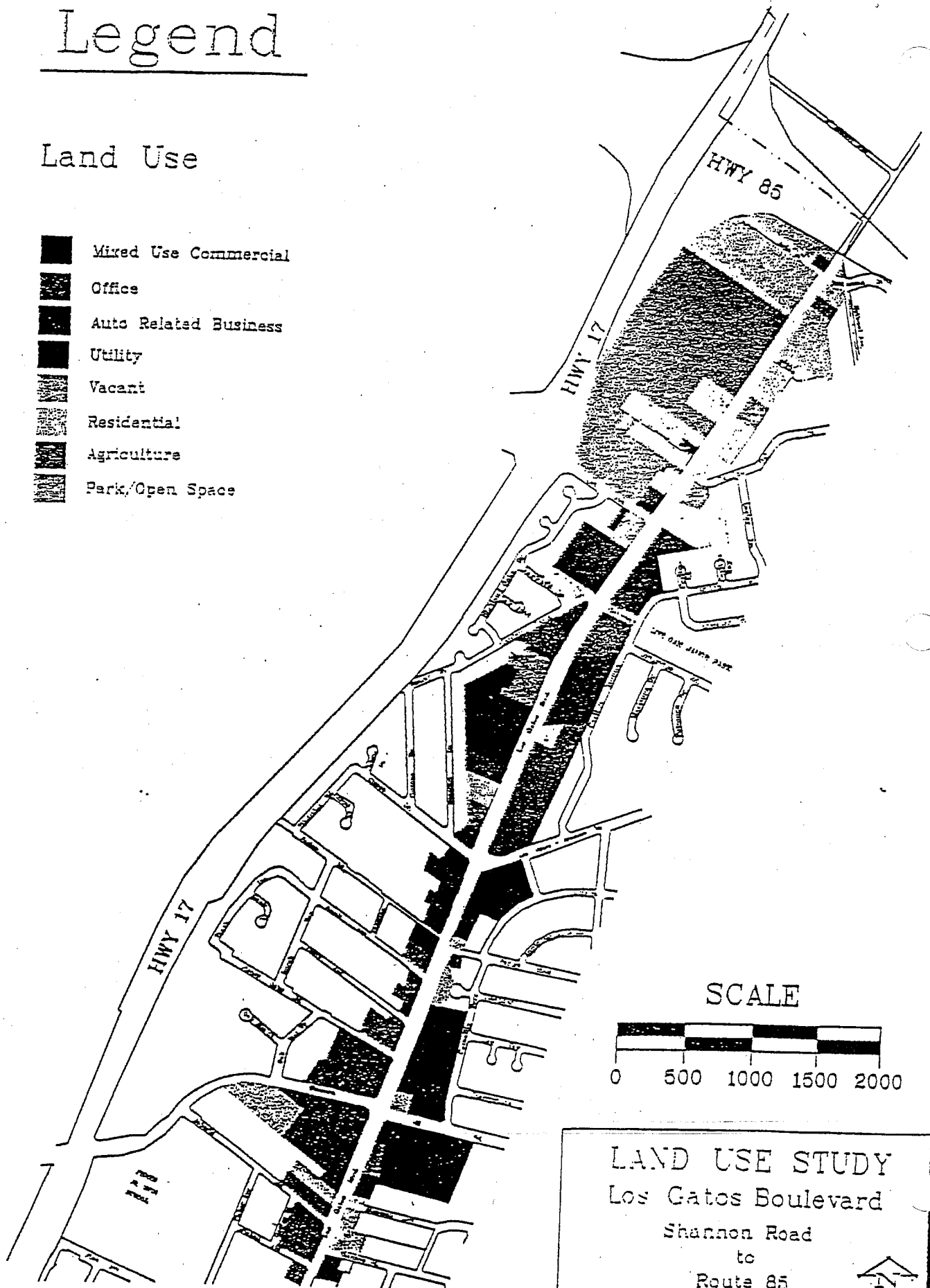
# Study Area Map



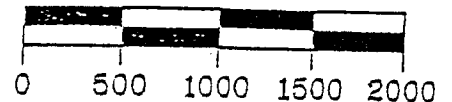
# Legend

## Land Use

-  Mixed Use Commercial
-  Office
-  Auto Related Business
-  Utility
-  Vacant
-  Residential
-  Agriculture
-  Park/Open Space



SCALE



LAND USE STUDY  
Los Gatos Boulevard  
Shannon Road  
to  
Route 85

DATE: 9-24-84  
BY: [illegible]  
LOCATION: LOS GATOS



### C. Background

Los Gatos Boulevard was originally named San Jose-Los Gatos Road. In 1904 the San Jose-Los Gatos Interurban Railway was established and hourly trips between San Jose and Los Gatos were instituted. San Jose-Los Gatos Road was designated a state highway and Caltrans established the plan line in the early 1940's calling for a 120 foot right-of-way. Caltrans abandoned the Boulevard as a state highway when Highway 17 was constructed.

San Jose-Los Gatos Road was renamed Los Gatos Boulevard and the Town adopted the plan line for a 120 foot right-of-way in 1963 to accommodate the community's transportation needs of the future. At full build out the street is designed to include six travel lanes, street parking, median and bike lanes. The cities of Campbell and San Jose have adopted similar plan lines to the six lane arterial. Los Gatos Boulevard runs north and south extending to the Town's northern border at the Route 85 interchange and southward to Main Street. Los Gatos Boulevard becomes Bascom Avenue at Samaritan Drive. In 1990, the Town signed the Route 85 agreement that called for a full interchange at Los Gatos Boulevard/Bascom Avenue and Route 85.

In 1989, the Council appointed the Commercial Specific Plan Committee to study all commercial districts and identify goals and implementation measures that would encourage commercial growth and stability. After completion of its study, in May 1991, the Committee submitted its report to the Town Council which identified specific goals and implementation measures for each commercial district in Town. The goals for the Los Gatos Boulevard study area were to encourage new automobile dealerships, develop a major commercial shopping center, provide clear direction to potential developers and work with existing auto dealers, commercial property owners and merchants to develop a marketing strategy specifically for Los Gatos Boulevard.

Between 1989 and 1992 the Town lost five auto dealerships, leaving vacant lots and buildings and resulting in a significant loss of sales tax revenue. But since 1994, two new auto dealerships have opened on previously vacant dealership lots. Other vacant or underdeveloped lots along the Boulevard have been developed with the Blossom Hill Pavilion, Speedee Lube and Office Depot.

In February 1993, the Town adopted the *Route 85/Vasona Light Rail* element of the General Plan. This General Plan amendment changed the land use designation from residential and agricultural to mixed use commercial for property along both sides of Los Gatos Boulevard between Lark Avenue and Samaritan Drive. The 40 plus acres on the west side of Los Gatos Boulevard are bordered by Highways 85 and 17 and Lark Avenue. The General Plan states that this area should be developed with destination retail and limited neighborhood commercial. The east side of Los Gatos Boulevard, consisting of 13 acres, is designated for mixed use office and high density residential. It is surrounded by single family residential and medical office uses.

In 1993, the Boulevard Community Alliance was formed consisting of Los Gatos Boulevard business and property owners with the goal of enhancing and promoting the Boulevard. In March 1994, the Town Council directed the General Plan Committee to study alternatives and make recommendations for improving the appearance and commercial viability of the Boulevard. On September 6, 1994 the Council approved the General Plan Committee's recommendation to sponsor community forums to solicit public input. To maximize public participation, the Town Council agreed to fund two public forums. The Boulevard Community Alliance sponsored a third, follow up forum.

#### D. Public Forums

The first forum on October 27, 1994, served as a public information and education seminar. Noted architect and urban designer Michael Freedman shared a two-hour slide presentation with approximately 150 Town residents and business leaders. Prepared with both good and bad examples from communities in the Bay Area, Freedman demonstrated that good design is not "rocket science" and that development can enhance a community when residents and local businesses are involved.

The second forum on November 12, 1994 was an all day design "charrette" organized and hosted by the Town of Los Gatos and the American Institute of Architects, Santa Clara Valley Chapter. "Charrette" comes from the French word for cart, coined when design students would frantically work as the cart would come by and mercilessly collect their sketches.

Today, a charrette is an intensive, collaborative design effort that includes professional planners, architects and the community working together over an extended period to reach consensus. The Los Gatos Boulevard Charrette drew considerable public support and participation. Over 80 businesses contributed food and services. An estimated 125 participants broke into nine teams put pen to paper to create nine unique visions for the Boulevard.

As a result of the interest generated by the two design forums, a third forum entitled "Share the Vision" was sponsored by the Boulevard Community Alliance on February 15, 1995, at the Neighborhood Center. Team leaders from the charrette presented their vision for the Boulevard. A panel of community representatives addressed questions from the audience and shared their views on Boulevard development. This event was attended by an estimated 150 members of the community.

#### E. Plan Objectives

Subsequent to the public forums, the Town Council adopted Resolution 1995-88, establishing the Mission, Goals and Objectives of the Los Gatos Boulevard Plan. The Plan Objectives were established as follows:



### Gateways

Major entrances to the Boulevard will have special landscaping, architecture, and/or artistic displays that announce Los Gatos as a distinct area.

### Land Uses

Land uses will include the following: open space; community recreation; auto related, regional and neighborhood commercial; retail entertainment; and sufficient housing to support regional transportation centers. These uses will be implemented in such a way to keep the transition from the higher density mixed use area in the north to a mixture of residential and commercial clusters, and then to existing residential in the south.

### Streetscape

The streetscape will be designed to protect and complement both valley and mountain vistas. Underground utilities are a must. Areas of distinct pedestrian and bicycle amenities (e.g. public arts, paths, benches, bike racks, streetlights, and transit stops) shall be clustered at key activity centers, intersections and crossing points.

### Buildings

Architecture will provide distinctive, pedestrian friendly buildings which protect existing vistas and open spaces. All buildings must incorporate materials, colors and styles that reflect the history and character of Los Gatos.

### Transportation

To service the Boulevard, downtown and local neighborhoods, attractive bus/shuttle stops and passenger drops will be located at activity centers. The design of the road will facilitate access to businesses and increase safety for and encourage use by pedestrians and bicyclists. Connections to regional transportation to Santa Cruz, San Jose, and the Light Rail will be connected at the gateways.

### Development Incentives

Residents, businesses, property owners and the Town government working in partnership will identify and implement incentive programs for development.

### Signs

Signs will complement the streetscape and meet commercial needs.

## II. PUBLIC IMPROVEMENTS

### A. Overview

Early in the public workshop process, participants envisioned Los Gatos Boulevard as a true "Boulevard" - a broad, landscaped thoroughfare which is traditionally thought of as a major community shopping and social gathering place. This concept should guide public improvement policy and development.

### B. Opportunities and Constraints

#### Opportunities:

- Majority of Boulevard currently has existing landscaped medians in the center.
- Street trees are planted along sidewalk in most cases; upon site redevelopment a condition of approval is to plant/ replant street trees on Boulevard frontage.
- On-street parking in certain areas could be substituted with wider sidewalk and bike lane.

#### Constraints:

- No funding in 1996-2001 Capital Improvement Program for the improvement of Boulevard design or median improvement/construction.

### C. Goals

The Goals for Los Gatos Boulevard Public Improvements are:

1. To reduce the speed of automobile traffic on the Boulevard and at major intersections while maintaining a safe, smooth and efficient flow to both local and through traffic, including emergency vehicles.
2. To make the Boulevard attractive and conducive to neighborhood and bicycle access along and across it.
3. To enhance and coordinate landscaping and amenities.
4. To provide attractive and convenient transit facilities that encourage their use.
5. To facilitate and promote access to commercial and residential uses along the Boulevard.

## D. Policies

The public improvement policies directly relating to the street and sidewalks are:

1. Los Gatos Boulevard shall have six lanes of traffic (three in each direction) from the northern Town boundary south to Blossom Hill Road, then narrowing between Blossom Hill Road and Shannon Road to four lanes of traffic (two in each direction), then narrowing to two lanes (one in each direction) from Shannon Road south.
2. The width of traffic lanes on Los Gatos Boulevard and up to one street off the Boulevard on Blossom Hill Road shall be reduced to a minimum of 11 feet wide.
3. Existing medians and left turn lanes shall be retained.
4. On-street parking shall be creatively designed to coordinate the efficient flow of motorists, pedestrians, and bicyclists. Where on-street parking is used infrequently, the Town will consider replacing on-street parking with landscaping and pedestrian and/or bicycle improvements, subject to engineering analysis.
5. Free right turns shall be preserved wherever they can be safely and efficiently designed and coordinated with nodes.
6. Right-of-way width gained by narrowing traffic lanes, redesigning on-street parking and reconfiguring free right turn lanes shall be used for enhanced driveway, transit turnouts, sidewalks, bike lanes, landscaping, nodes, and street furniture where permitted.
7. The design, location and orientation of lighting, furniture and landscaping shall attract and encourage neighborhood activity and provide visual and physical buffers between pedestrian and automobile areas.
8. The design of any public improvements listed above must minimize adverse impacts upon adjacent residential areas.
9. Financing of improvements shall be shared by the public and private sectors

## III. NODES

### A. Overview

Traditionally, nodes are defined as activity centers within neighborhoods and districts. Nodes can be places for pedestrians and motorists. A node can be where major roadways meet, creating a break in the transportation corridor. At these breaks, there is a heightened sense of awareness for motorists, due to the time spent stopped and the high level of activity at the node.

The type and quality of development at a node will leave a strong impression. Development at these points should create anticipation and be distinctive. This can be achieved with a strong sense of architecture, a coherent spatial form, and amenities such as public pedestrian enclaves, plazas, water features, pedestrian connections, public art and pocket parks.

## B. Opportunities/ Constraints

### Opportunity:

- Nodes can establish visual and activity focal points.

### Constraints:

- Locations identified as nodes may remain vacant or underdeveloped; the opportunity for establishing a node on private property is contingent upon receipt of applications to develop that property.
- Town funding may not be available for node development on public right-of-way.

## C. Goals

The Goals for Nodes along the Boulevard are listed below. Nodes may be developed in the public right-of-way and on private property separately, or on a combination of both.

1. To encourage pedestrian activity at and movement across Los Gatos Boulevard at key points along the Boulevard.
2. To establish the perception of Los Gatos Boulevard as people friendly.
3. To connect, improve and unify the streetscape on both sides of Los Gatos Boulevard.
4. To establish activity focal points on private and public property along Los Gatos Boulevard.

## D. Policies

The policies for Nodes in the public right-of-way and private land are:

1. Each node site shall have a clearly identifiable character as reflected through its hardscape, landscaping and street signage.
2. Crossing surfaces, paths and signal timing shall be conducive to and encourage pedestrian crossing and promote pedestrian and bicycle safety.
3. Each node site shall serve as a circulation and visual focal point along Los Gatos Boulevard.

## IV. LAND USE

### A. Overview

During the public workshops, land use was identified as a major component of the Los Gatos Boulevard Plan. The consensus of opinion was that land uses along Los Gatos Boulevard should create a different shopping experience than uses in the Downtown area and should complement rather than duplicate those uses.

### B. Opportunities and Constraints

#### Opportunities:

- Provide family orientation in uses.
- Provide more pedestrian/bike areas and links to adjacent residential areas to foster neighborhood use of commercial centers.
- Proximity to Route 85 and Highway 17 supports potential for destination commercial at North end of Boulevard.
- Expanding commercial development provides a dependable source of income, employment opportunities and goods and services for the community.

#### Constraints:

- Most of commercial and office uses abut residential property.

### C. Goals

The Land Use Goals for Los Gatos Boulevard are:

1. To promote commercial activity that complements the whole Town.
2. To provide a dependable source of income, employment opportunities, goods and services.
3. To encourage a mixture of uses along Los Gatos Boulevard that are compatible with surrounding uses.
4. To provide a transition from higher density uses at the north end of Los Gatos Boulevard to existing residential uses at the south end of Los Gatos Boulevard.

## D. Policies

In the long run, similar types of uses should be clustered geographically on Los Gatos Boulevard. As parcels become available for development or redevelopment, the following policies shall guide the planning process.

1. Auto related uses currently existing shall be allowed to remain indefinitely.
2. New and relocating auto-related businesses shall be located a) north of Los Gatos Almaden Road, b) adjacent to existing auto dealerships, or c) on a vacant site previously used for permitted auto sales.
3. Neighborhood commercial, multi-family residential and office uses shall be concentrated south of Los Gatos Almaden Road.
4. Uses on Los Gatos Boulevard south of Shannon Road shall be residential or office; existing non-residential uses shall not be intensified and existing vacant property and residential uses shall be developed as Single Family Residential.
5. Commercial and mixed use development north of Lark shall be in keeping with the Route 85 element of the General Plan and shall provide/incorporate Boulevard, Downtown and regional transit access accordingly.
6. New development must be designed in order to minimize adverse impacts upon adjacent residential areas.

## V. GATEWAYS

### A. Overview

A "Gateway" can be considered a major entry feature located at a prominent entry point to the Town or Los Gatos Boulevard specifically. An example of a gateway and its importance is the entryway at Los Gatos Boulevard and Route 85; the sense of entry that can be created there by a gateway feature is important because it is a prelude to the Boulevard and the Town of Los Gatos. Gateways can express the character of the Town and create landmarks.

### B. Opportunities and Constraints

#### Opportunities:

- Chance to distinguish entryways to both Los Gatos and the Boulevard which welcome residents and visitors.
- May create landmarks and heighten the sense of place on the Boulevard.
- May involve private corporations and individuals in the design process.

### Constraints:

- Town right-of-way may not be adequate to create "Gateways," resulting in a need to use private land.
- Town funding not currently available.

### C. Goals

The Goals for Gateways are:

1. To establish gateways as architectural or landscape elements which welcome people to Los Gatos and Los Gatos Boulevard as a destination.
2. To convey positive attributes and values of the Town to visitors and residents through gateway design.
3. To ensure that gateway features shall create a landmark, spark civic pride, and add a heightened sense of identity to the Town.

### D. Policies

1. Gateway features shall be highly visible to motorists and pedestrians.
2. Gateways shall be encouraged along Los Gatos Boulevard and at other main entrances to Town.
3. Gateway designs shall be clearly identifiable and create a precedent for development and design on Los Gatos Boulevard.
4. Gateways shall exhibit aesthetics appropriate to Los Gatos and reflect themes such as cats, the hills, orchards, or others indicative of Los Gatos.
5. A gateway may be combined with a node to increase pedestrian activity at that location.
6. Gateways shall be funded by private individual and corporate sponsors.

## VI. PRIVATE IMPROVEMENTS

### A. Overview

The Los Gatos Boulevard Design Standards have been developed and adopted in order to serve as recommendations for the design treatment of private improvements in the Los Gatos Boulevard Plan Area. The Standards are established for use by the Town Council, Planning Commission, staff, project applicants and property owners in providing for the public health,

safety, welfare and convenience of the community. The Standards will ensure environmental and design quality in the development and redevelopment of Los Gatos Boulevard.

Opportunities:

- Guidelines serve as a mechanism to gain developers' cooperation in enhancing link from public right-of-way to private land with nodes/ gathering places.

Constraints:

- No mechanism for underdeveloped land to reach potential use intensity as designated in Boulevard policy.

B. Goals

The Design Standards for Los Gatos Boulevard have been developed and adopted to achieve the goals set forth below:

1. To preserve and protect the Town's scenic beauty through careful planning.
2. To encourage site and building design that is particularly suited to the site and contributes to the Town's unique character, natural beauty and openness.
3. To ensure new development will enhance the use, enjoyment and value of neighboring residential and commercial property.
4. To encourage a compatible relationship between proposed and existing development.

C. Policies

Through the Los Gatos Boulevard Design Standards, the Town of Los Gatos adopts the following policies:

1. Proposals shall be designed to fit the natural conditions of a site and respect scenic corridors.
2. Proposals should be designed to enhance the Boulevard through excellence in architectural design.
3. Proposals shall be designed to minimize interference with the privacy, quiet and views of surrounding residential properties.
4. Standardized building plans or corporate designs shall be discouraged.



5. Building and site design shall reflect the historic, natural and architectural setting unique to Los Gatos.
6. Pedestrian access to buildings and sites shall be encouraged.

## VII. IMPLEMENTATION PROGRAM

### A. Public Improvements

1. Develop and implement guidelines for the design, location and orientation of on-street parking and transit turnouts, pedestrian oriented lighting, furniture, and landscaping; work with the appropriate agencies to relocate mailboxes and public phones when necessary.
2. Develop and implement funding and construction plans to narrow traffic lanes, reconfigure on-street parking, complete landscaping improvements, and enhance pedestrian, transit and bicycle access.
3. Amend the General Plan to include designated bike lanes on Los Gatos Boulevard.
4. Provide appropriate transition where lane alignment is modified.
5. Provide a landscape buffer zone between the curb and sidewalk when removal of the parking lane area results in curbs located closer to the travel lanes.
6. Maintain sight distance for motorists and pedestrians where landscaping and street furniture will be provided in the public right-of-way.
7. Amend the Circulation Element of the General Plan (Section 4.6.1(g.3.) about Los Gatos Boulevard by a) removing the section about four lanes from Samaritan Drive to Camino del Sol and b) removing the Nino Avenue to Spencer Avenue section.

### B. Nodes

1. Develop nodes at the following intersections: Blossom Hill Road, Los Gatos Almaden Road, New Town/Village Square, Lark Avenue, and between Samaritan Drive and Lark Avenue as consistent with future development.
2. Encourage street furniture at node sites.
3. Review signal timing for adequate pedestrian crossing time.
4. Develop standards for node sites on public/private property which will address hardscape, landscape, and street furniture.

### C. Land Use

1. Encourage replacement of vacated business south of Los Gatos Almaden Road with neighborhood commercial, multi-family, or office uses.
2. Amend the General Plan and rezone properties as needed to accomplish policies.
3. Establish development standards for all types of uses, incorporating guidelines for pedestrian access for clear direction to future developers.
4. Explore use of "air space" over Seven Mile Reservoir for auto storage or recreational purposes.
5. Encourage new or relocating auto-related businesses to relocate to available property north of Los Gatos-Almaden Road.
6. Amend Zoning Ordinance to allow Development Review Committee approval of all exterior changes to buildings, when consistent with Los Gatos Boulevard Design Standards.

### D. Gateways

1. Locate a gateway at Samaritan Drive.
2. Architectural Standards Committee shall establish locations and standards for gateways at other main entrances to Town.
3. Architectural Standards Committee shall develop design standards for gateways that take into account visibility, location, maintenance and durability.
4. Conduct an open design competition that includes public and private professional judges to recommend the final gateway design(s).

### E. Funding

The Town shall establish a committee comprised of three (3) property/ business owners, one Planning Commissioner and one Council member to explore funding alternatives for the construction of public improvements, development of nodes and creation of gateways.

## VIII. APPENDIX A

### ECONOMIC BACKGROUND DATA

In March 1991, the Town hired Economic Research Associates (ERA) to prepare a market study and business development strategy for three Los Gatos business districts: Downtown Los Gatos; Los Gatos Boulevard; and the underdeveloped area north of Lark Avenue and west of Los Gatos Boulevard.

The economic information was needed to develop a program whereby the business community and the Town could cooperatively support each other's activities for the benefit of the residents of the Town.

Two of these business districts are located within the Los Gatos Boulevard Study Area. The Executive Summary for these two business districts is provided for background information. Those persons interested in obtaining the full report should contact the Los Gatos Planning Department.

## LOS GATOS BOULEVARD

The commercial areas along Los Gatos Boulevard are appropriate for providing the bulk of the Town's local-serving convenience goods, and for that they require much more parking than the downtown. In addition, Los Gatos Boulevard has the regional-serving auto dealerships, which are also land-intensive uses.

### *Long-Term Market Opportunities*

ERA's market conclusions indicate support for additional convenience goods and auto dealerships.

- Auto Dealerships - There is market support for one to three dealerships along Los Gatos Boulevard, if there are suitable sites. Potential sites identified by ERA include the vacant Nissan/Volvo site and a vacant building on a County parcel on the southern end of the auto strip. There are enough dealerships to maintain the critical mass making Los Gatos Boulevard a viable location for new dealerships, but competition for dealers from Santa Clara and San Jose auto strips is tough; if Los Gatos is to get new dealerships, it will need to act decisively. Current dealerships are nearly all domestic, for whom sales have suffered the most in recent years; on the other hand, the import market has been doing better nationwide and may create a better balance for the district as a whole.
- Convenience - One new neighborhood commercial center with about 60,000 square feet of space would be supportable over the next 15 years. This center would probably contain a grocery store, a drug store, and a few apparel and specialty stores, as well as some small restaurants. Drug stores and apparel stores currently on Los Gatos Boulevard are generating above-average taxable sales.
- Comparison Goods - If the 40-acre parcel near the freeway proves too small to support all 300,000 square feet of demand for comparison goods (see section below), then one or two large retail users may be convinced to locate a stand-alone building on an adjacent site. The Good Guys, Big 5 Sporting Goods, and Home Depot have all been known to locate near an existing retail center.

### *Obstacles to Development*

- There is some uncertainty among the business community regarding Town policy on types of development allowed; this uncertainty has hampered development interest to some extent. The lack of policy direction from the Town results partly from the political desire to have new auto dealerships replace the old ones while landowners see no new dealerships looking for space in Los Garos. The Town has not been particularly receptive to proposals for alternative uses on sites formerly occupied by auto dealers.
- The high cost of land relative to auto dealerships' ability to pay is another obstacle. One site is on the market at about \$38 per square foot, when dealers can support land costs of about \$6 to \$10 per square foot.

### *Strategy Recommendations and Implementation Measures*

- The Town should re-examine the suitability of the Nissan site for auto sales and decide whether to keep it for auto sales or allow some other type of development. If auto sales are the preferred use, restrictive zoning and/or public subsidy (from redevelopment funds, perhaps) may be required to get the land price lowered to the point where a dealership is feasible. In addition, the Town may need to encourage realignment of the driveway to improve access to the site and to provide the site direct access to the existing intersection and traffic light.
- Town staff should target additional sites for dealerships. Restrictive zoning and/or land write-downs may be required to make current land prices affordable for new dealerships.
- The Town and business associations should support auto dealers in their new joint effort to market the auto strip as a whole.
- Town policy should control use permits for restaurants to channel that activity into the downtown, where it will stimulate foot traffic for retail uses; this policy will not work unless parking constraints are eased in the downtown.

Additional regulatory policies could revise parking standards for restaurants so that more spaces are required for restaurants outside the downtown than inside.

#### 40-ACRE PARCEL AT HIGHWAYS 85 AND 17

This parcel represents a tremendous opportunity for the Town: it is the one significant large parcel remaining that could draw a regional clientele. The parcel should be comprehensively planned to both serve the community's needs and become a major revenue generator for the Town. Comprehensive planning is critical so that the parcel is not chopped into pieces that do not work well together.

#### *Long-Term Market Opportunities*

ERA believes that the location, access, and visibility of this site give it excellent potential for retail, hotel, and perhaps office uses.

- Power Center<sup>1</sup> - There is substantial potential for additional retail development in the area, but the presence of strong regional malls nearby (particularly Valley Fair) probably precludes a true regional mall strategy. However, power centers have been built increasingly in the Bay Area in recent years and are usually quite successful, generating a high volume of sales by competing on price. The site could support a power center of 250,000 to 300,000 square feet, depending on the amount of land allocated to other uses; the market area could certainly support that level of activity. Taxable sales in a power center would average about \$250 per square foot, a figure somewhat higher than the average for all retail stores. The types of stores in the power center would probably focus on apparel; general merchandise, such as a department store like Target or Wal-Mart; specialty stores such as sporting goods, records, etc.

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<sup>1</sup>/A power center typically has three to five fairly powerful anchors (not full-line department stores) and only a few small shops, as opposed to a regional mall with three or four department store anchors and numerous smaller stores. The anchors are powerful because they are usually value-oriented, which generates high-volume sales and draws from a large trade area. Retail chains such as Home Club, Circuit City, The Good Guys, Toys R Us, Such a Business, Nordstrom Rack, Loehmann's, Marshall's, Burlington Coat Factory, New York Fabric, Drug Barn, and Target are typical Bay Area power center anchors.

appliances such as The Good Guys; and building and hardware, such as Home Club. Typically, the power center would have two large anchors with 100,000 (or more) square feet of space, two mid-size anchors with about 60,000 square feet each, seven to ten stores around 10,000 or 20,000 square feet, and some smaller tenants.

- Hotel - The market area could support an additional 300 to 330 rooms over the next 15 years, and this site is an excellent one, given its freeway location. A business-class hotel (like a Marriott) would provide the most net revenue per acre to the Town of all the land uses studied; the hotel becomes even more attractive financially if it is included in a redevelopment district.
- Office - Although the market area shows support for about 500,000 square feet of office space over the next 15 years, the costs associated with offices could outweigh the benefits unless the offices were built in a redevelopment district. A new office building is more fiscally attractive inside, rather than outside, a redevelopment district because a greater proportion of its property taxes would flow to Los Gatos (56 to 70 percent, versus the current 12 percent; refer to Section VI). The main revenue from an office building comes from property taxes, as opposed to hotels, which also generate transient occupancy taxes, and retail centers, which also provide sales taxes.

### *Obstacles to Development*

- Landowner cooperation with planning efforts is essential. The combination of land uses that generate the highest value for the owner are different from the uses that generate the best revenue/cost balance for the Town. A landowner's preferences would probably be, in order, office, multi-family residential, retail, hotel, and auto dealers. Some negotiation will be necessary.

### *Strategy Recommendations and Implementation Measures*

- The Town should create a specific plan for this area that incorporates the development recommendations discussed above.

- The Town should work with the landowners to solicit power center and hotel developers and begin the development process so that at least the power center will be open when the new highway opens.
- The Town should create a redevelopment district in this area to facilitate assembly of a few outlying parcels and create a cohesive, well-planned development.

## TOWN-WIDE ISSUES

### *Obstacles to Development*

- There is a perception among landowners that the Town is "anti-business". This perception arises out of Los Gatos history; some years back, there was a movement to stop commercial encroachment into residential districts. In addition, the Town had little problem attracting all the business it needed, and there was no desire to exacerbate the traffic and parking problems that were becoming apparent. However, the recent loss of auto dealerships has hurt the Town's fiscal position; it is a scenario familiar to almost all cities and counties in California. In the wake of the loss of auto dealers and the 1989 earthquake, the Town has had difficulty in issuing clear policy directions regarding business development because prior to this and other studies, there was no consensus about what sorts of businesses would survive and therefore should be encouraged.

### *Strategy Recommendations and Implementation Measures*

- The Town should issue clear policies regarding allowable uses in business districts; one way to start would be the completion, publication, and distribution of this study and CSPC/Planning Commission decisions regarding other commercial areas.
- In particular, the Town must decide whether it will aggressively pursue auto dealerships or whether it will allow other uses to replace former dealerships on Los Gatos Boulevard.



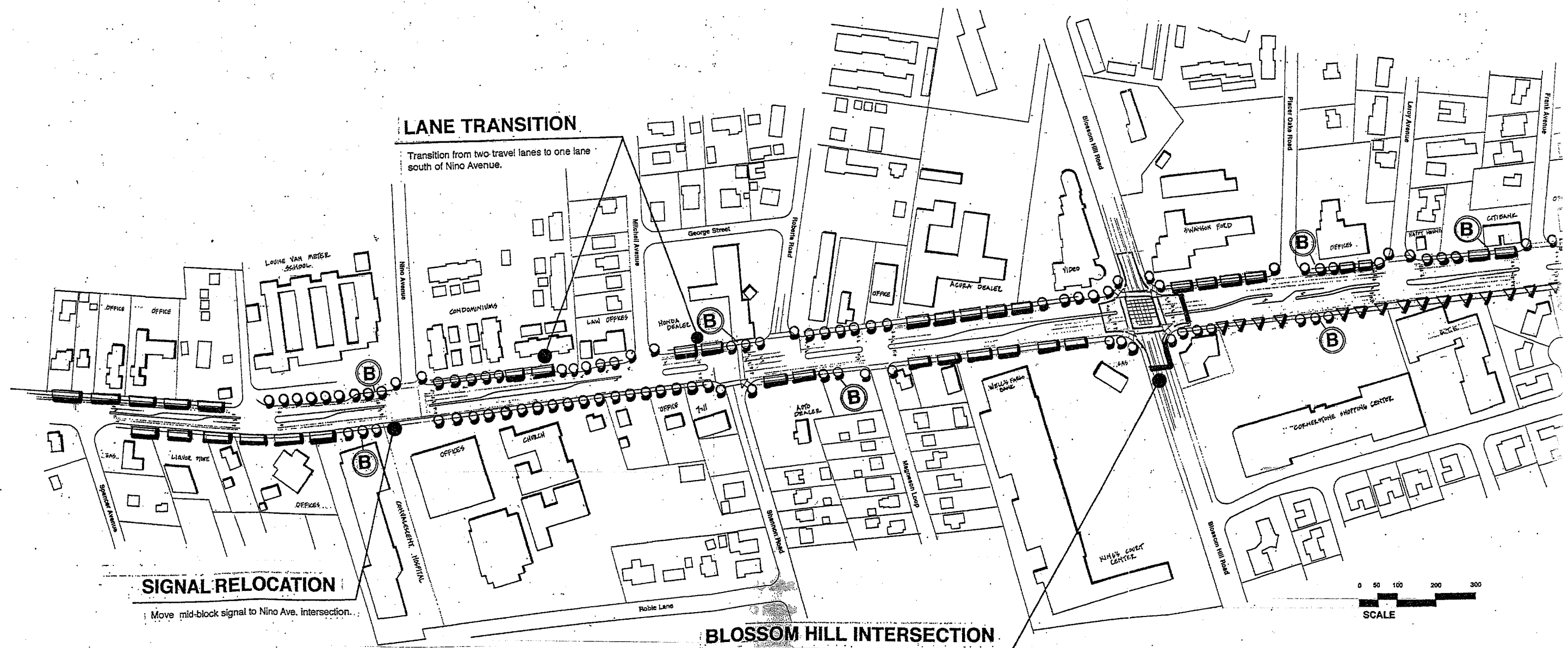
- Town staff should give prompt attention to development proposals and use permit applications.
- The Town should consider hiring an economic development staff person. This could be a contract position to run for two years, then reevaluated in consideration of the staff person's performance and the level of new business activity. The staff person should have an economic development and marketing background to assist him or her in acting as liaison between the business community and the Town administration. She or he should work closely with realtors to find tenants and with the landowner to solicit developers (resources like The Book on Value Retailing and mailing list agencies could help with these efforts).
- The Town, perhaps in concert with the Chamber and other business associations, should develop a Town marketing brochure to assist realtors, landowners, and business associations in recruiting new business owners; the new economic development staff member could have large responsibility for this effort.

# Los Gatos Boulevard

A STUDY FOR PLANNING & DESIGN STANDARDS  
FOR  
PUBLIC AND PRIVATE IMPROVEMENTS

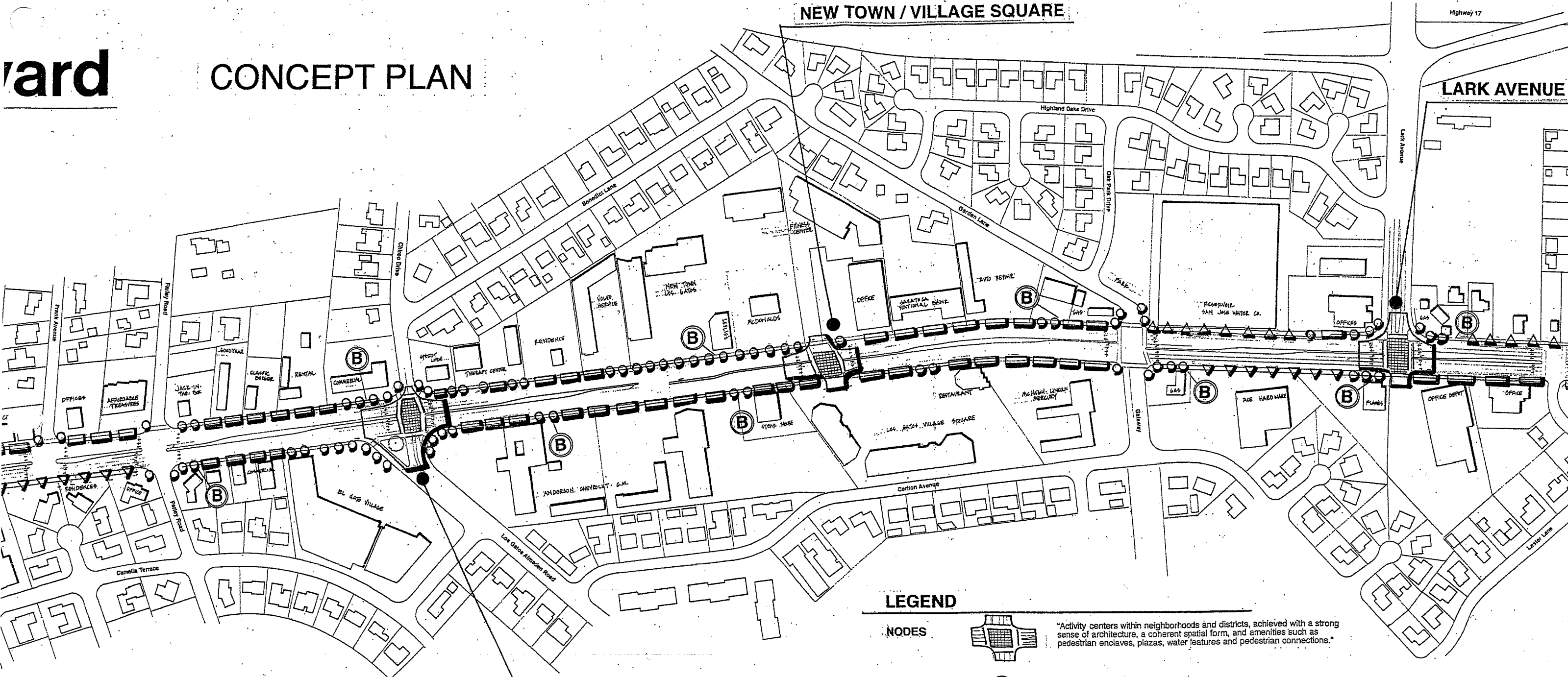
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Fall 1997

Paul Rodrigues Landscape Architect



ward

# CONCEPT PLAN

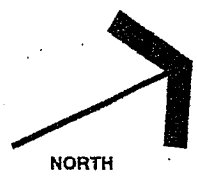


NEW TOWN / VILLAGE SQUARE

Highway 17

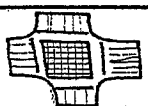
LARK AVENUE

LOS GATOS ALMADEN ROAD



## LEGEND

NODES



"Activity centers within neighborhoods and districts, achieved with a strong sense of architecture, a coherent spatial form, and amenities such as pedestrian enclaves, plazas, water features and pedestrian connections."

BUS STOP



PARKING:

EXISTING "NO PARKING"



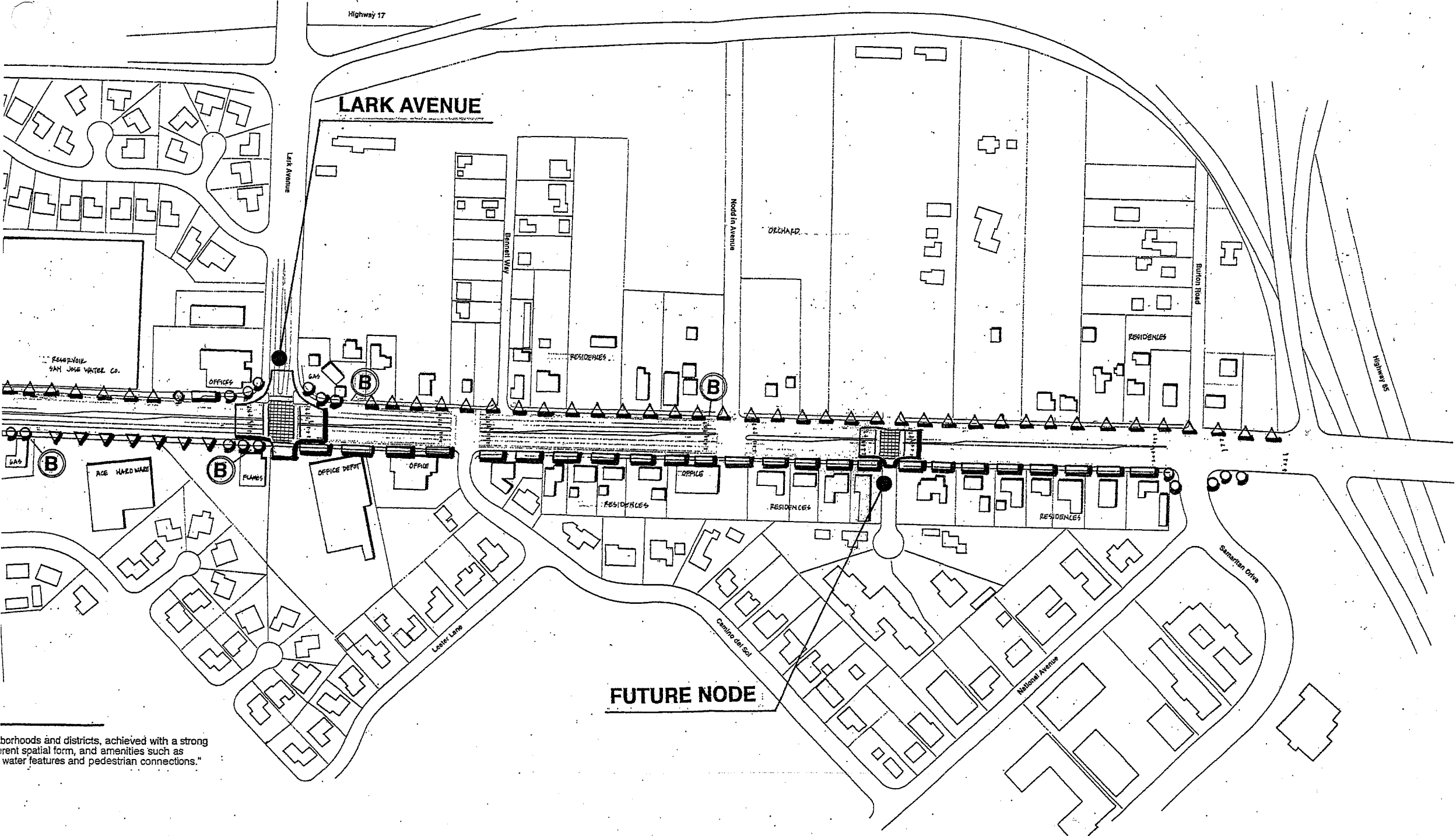
EXISTING TO REMAIN



PROPOSED "NO PARKING"



A<sub>2</sub>



borhoods and districts, achieved with a strong  
rent spatial form, and amenities such as  
water features and pedestrian connections."

99999  
777

A

A3

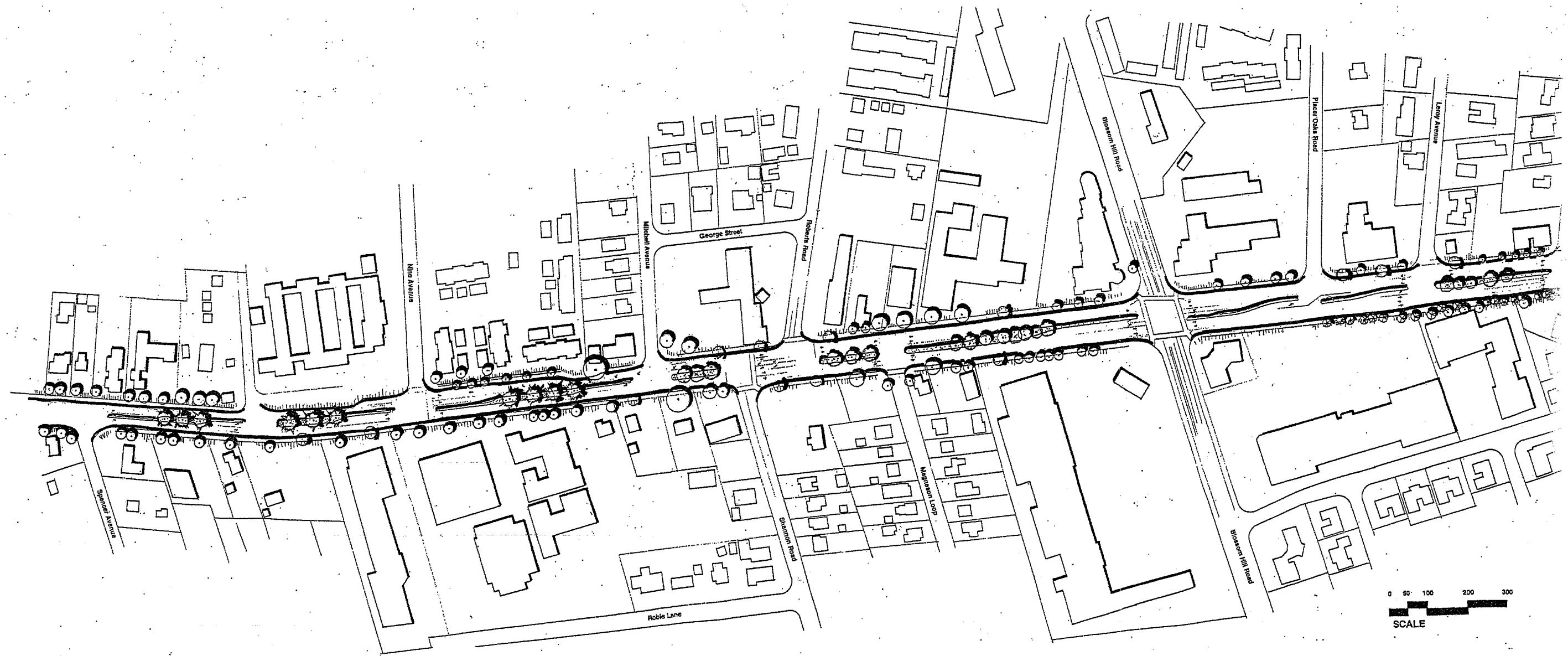
# Los Gatos Boulevard

A STUDY FOR PLANNING & DESIGN STANDARDS  
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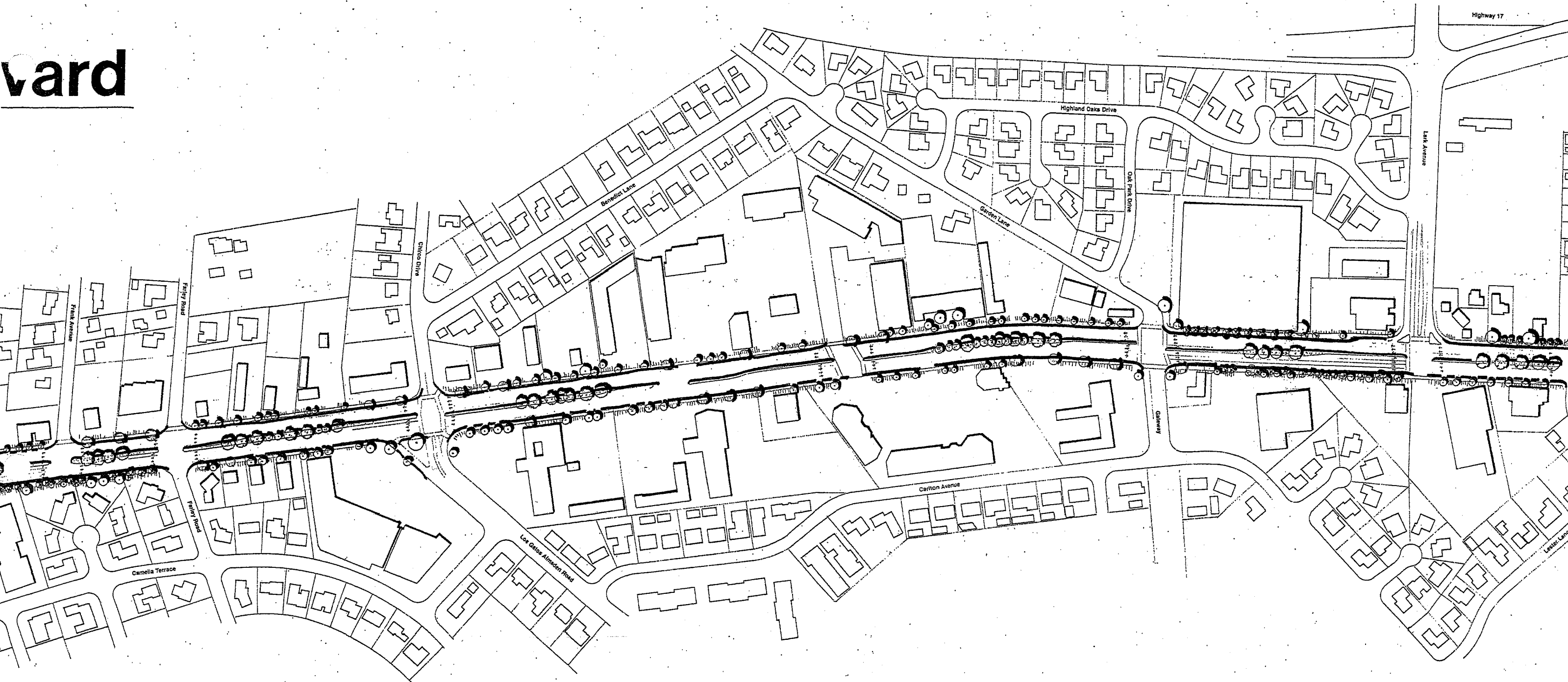
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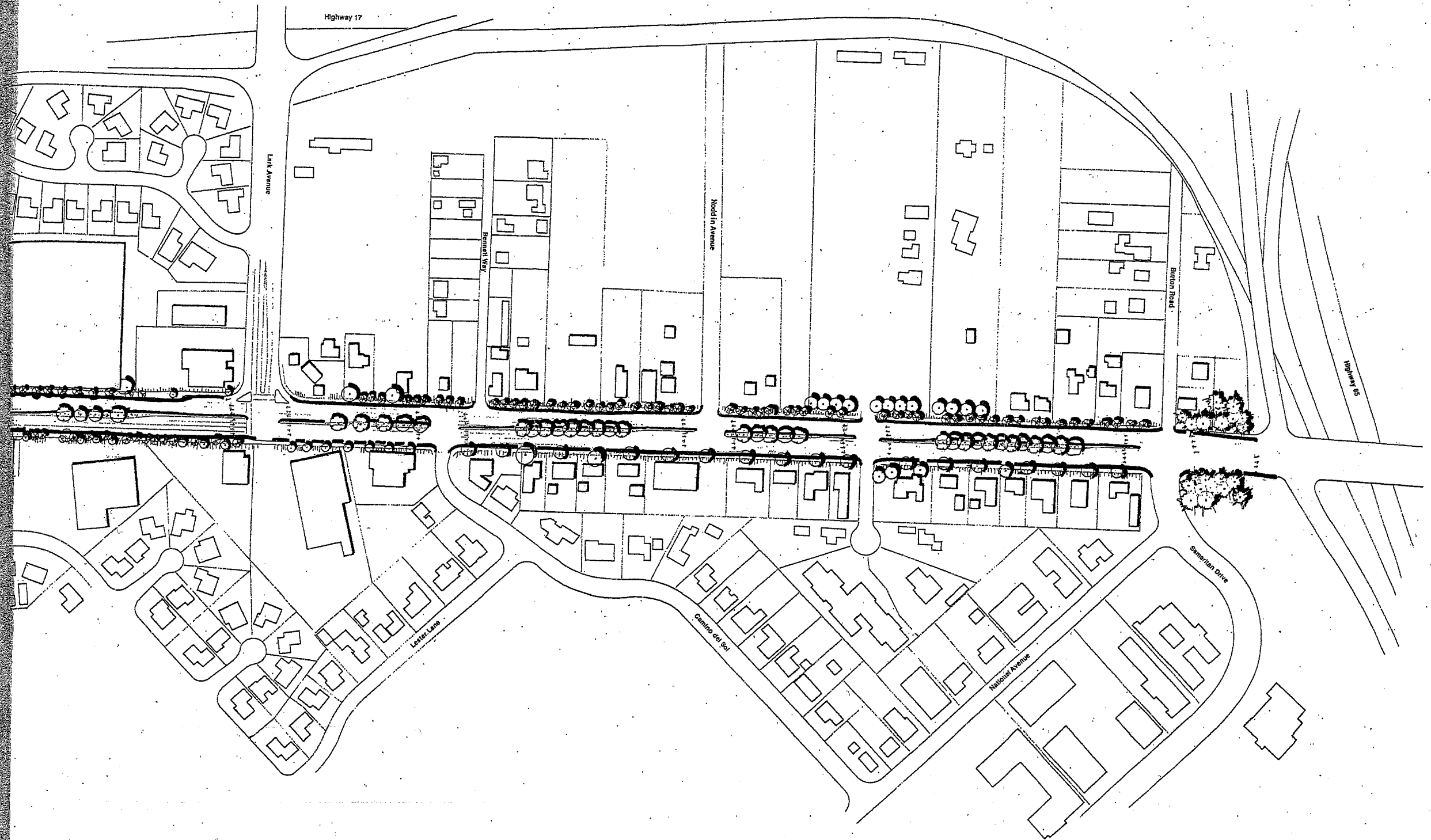


**STREET TREES**

**EXISTING TREES:**  
Mixed species. Street frontage  
landscape by property owners.

- NEW STREET TREES IN R.O.W.:**
- Conifers - Redwoods or Canary Island Pine
  - Deciduous - London Plane, Red Oak or Bradford Pear
  - “Orchard / Flowering Trees” - Flowering Crabapples or Cherries
  - Evergreen Street Trees - Species to be Town approved trees.





# **STREET TREES IN R.O.W.:**

- ers - Redwoods or Canary Island Pine
- uous - London Plane, Red Oak or Bradford Pear
- ard / Flowering Trees" - Flowering Crabapples or Cherries
- reen Street Trees - Species to be Town approved trees.

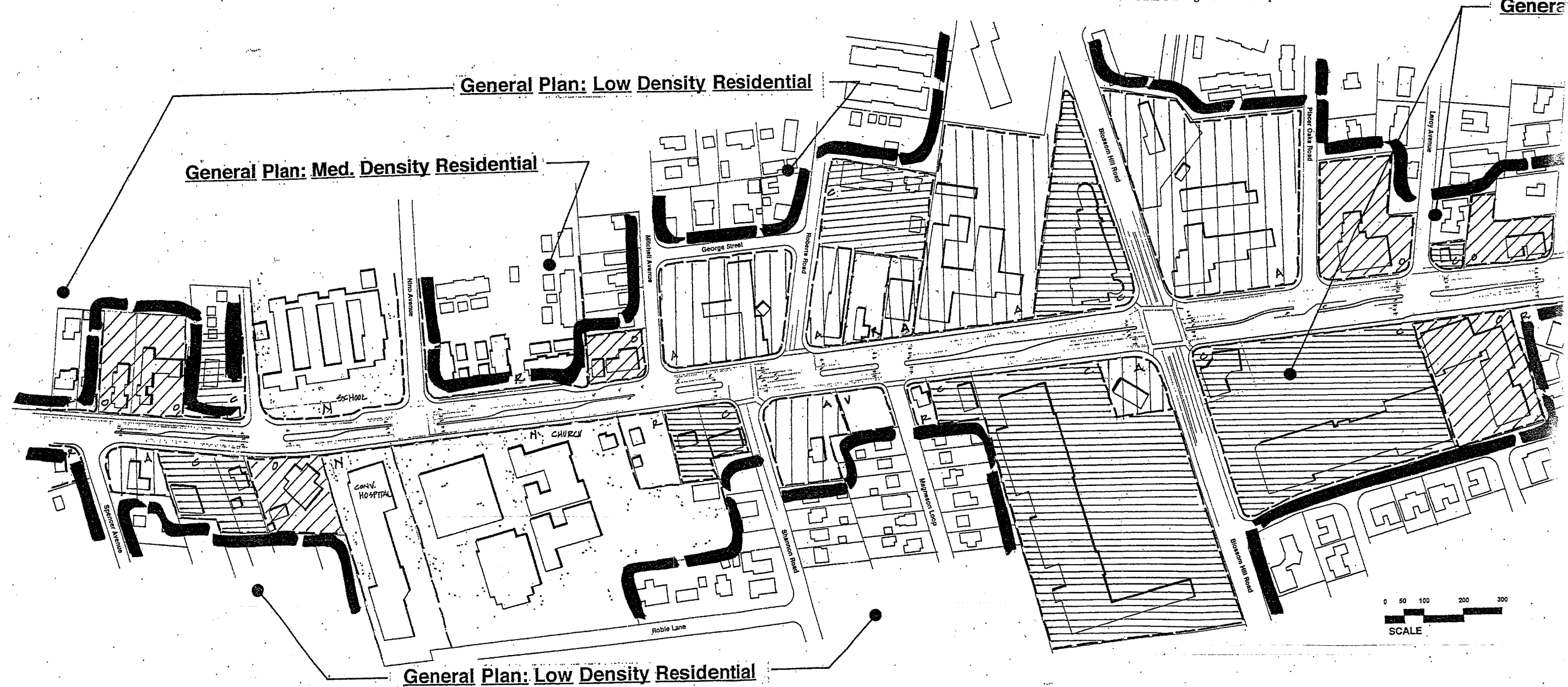
# Los Gatos Boulevard

A STUDY FOR PLANNING & DESIGN STANDARDS

FOR  
PUBLIC AND PRIVATE IMPROVEMENTS

Planning Department - Town of Los Gatos, California  
Fall 1997

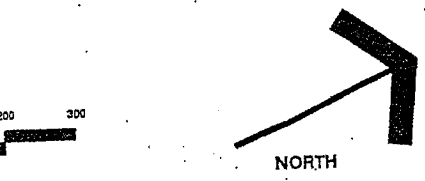
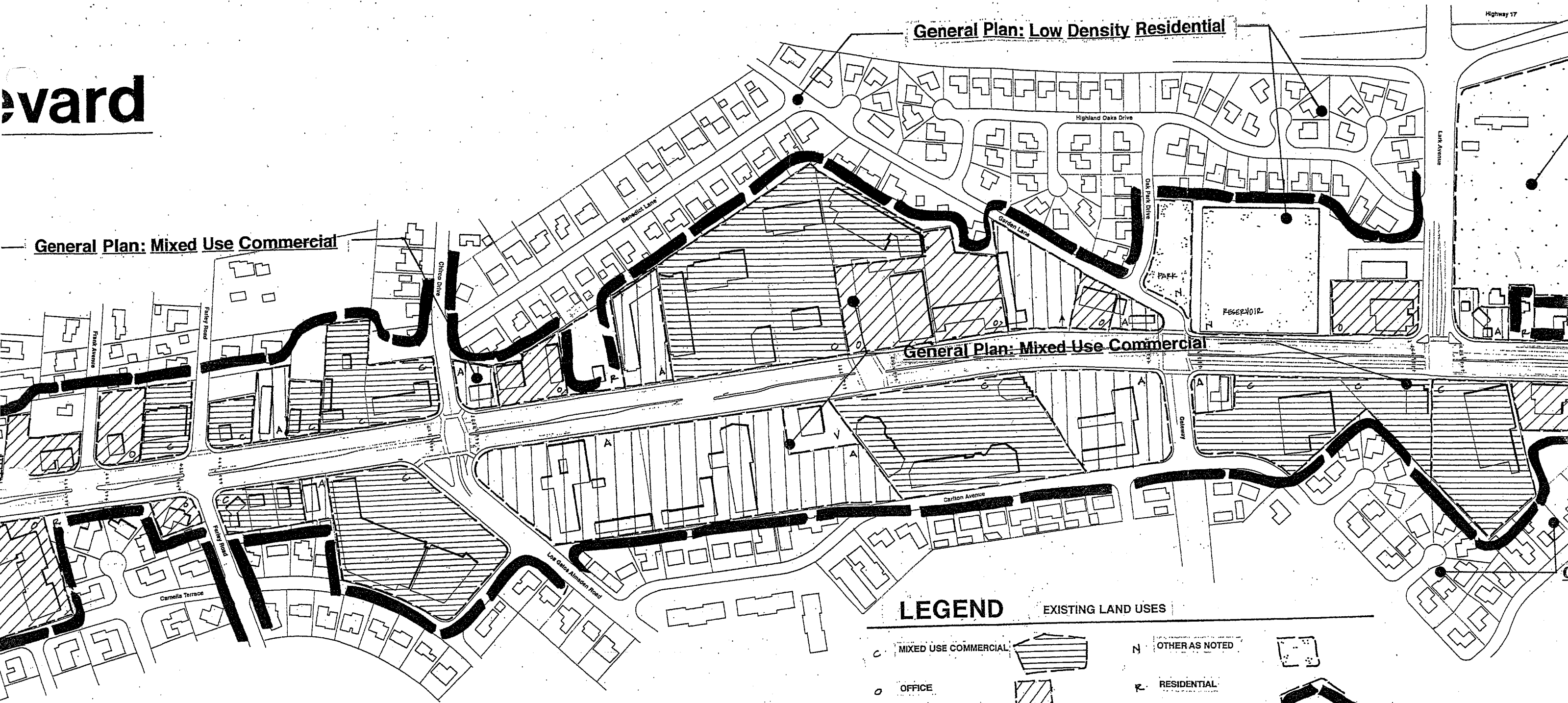
Paul Rodrigues Landscape Architect



C.



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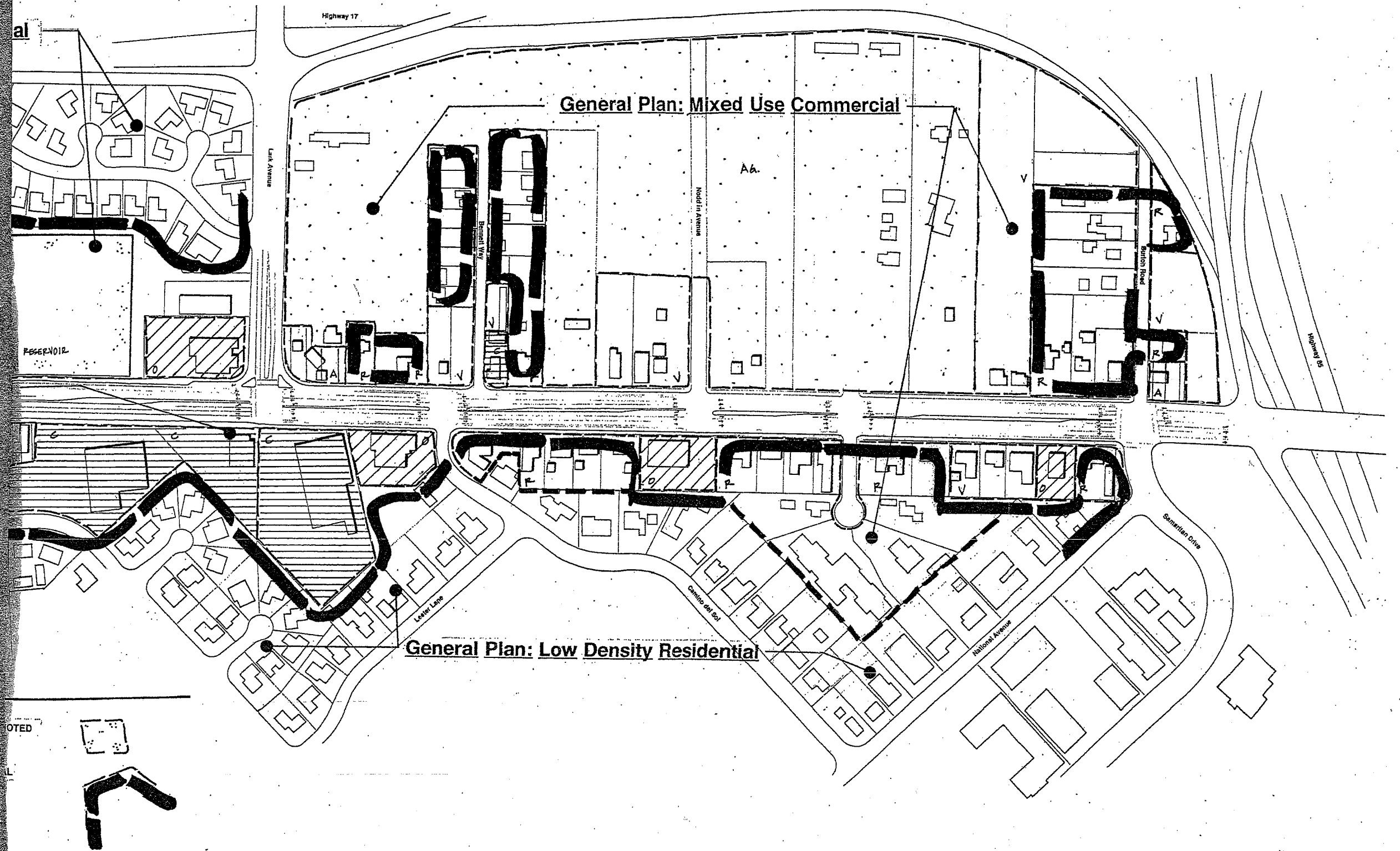


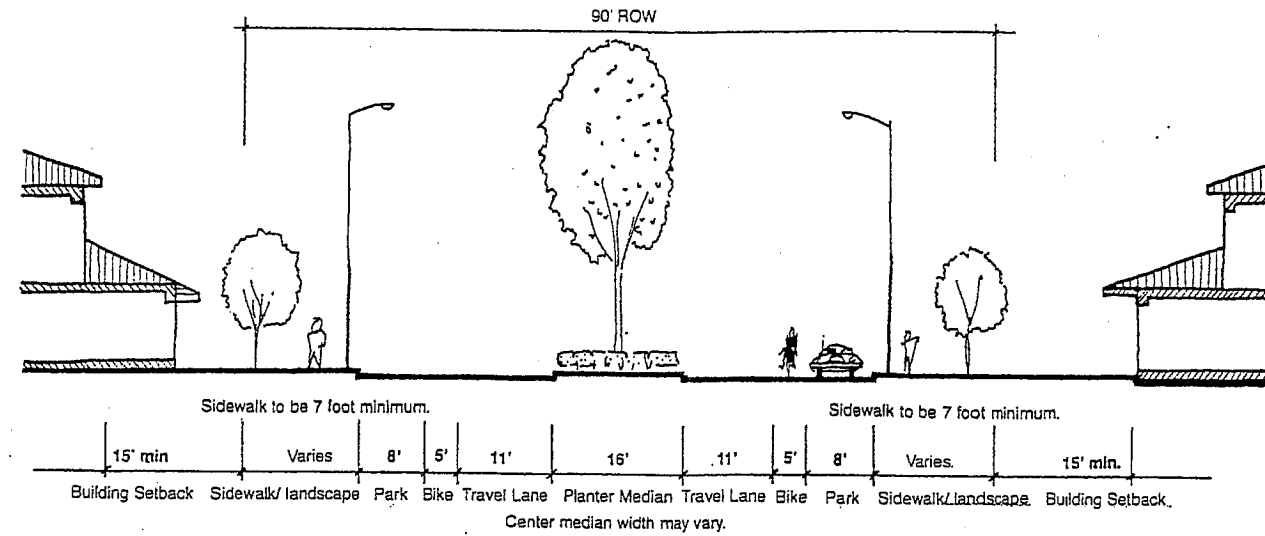
EXISTING  
LAND USE  
DIAGRAM

Fall 1997

**LEGEND**      EXISTING LAND USES

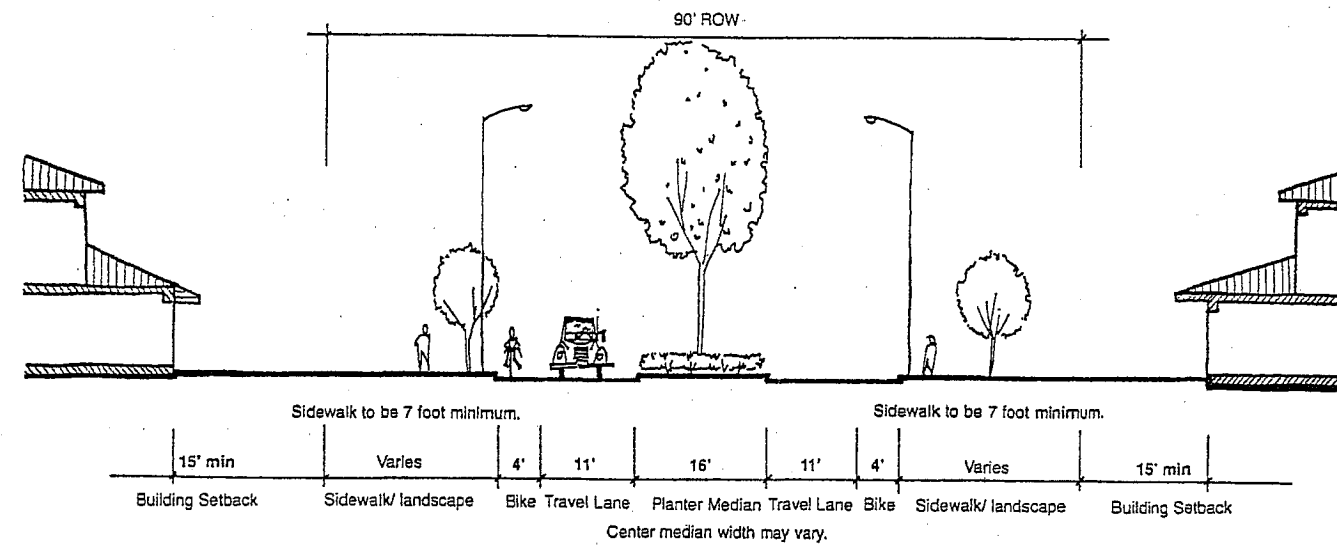
C	MIXED USE COMMERCIAL		N	OTHER AS NOTED	
O	OFFICE		R	RESIDENTIAL	
A	AUTO / AUTO RELATED				
AA	AGRICULTURAL				
V	VACANT				





## TWO LANES PARKING BOTH SIDES

Dike lane striping exists south of Blossom Hill Road



## TWO LANES NO PARKING

Bike lane striping exists south of Blossom Hill Road

# STREET SECTIONS

Spencer Avenue to transition at Nino Avenue

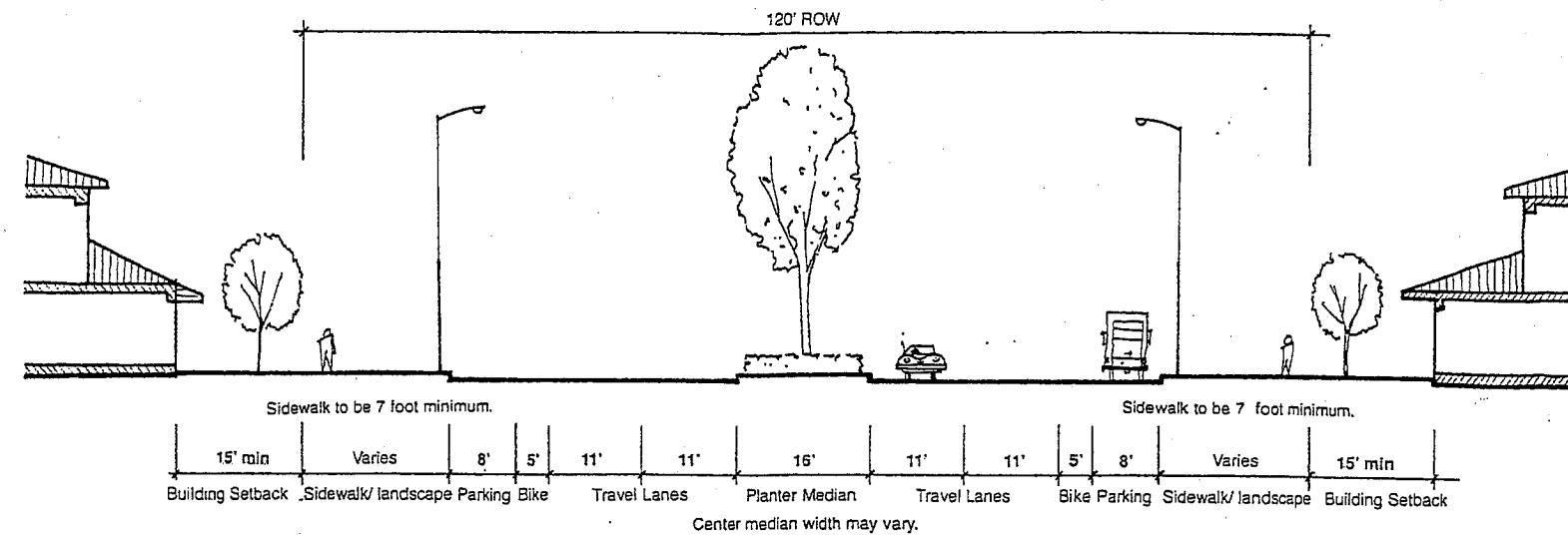
## LOS GATOS BOULEVARD

A STUDY FOR PLANNING & DESIGN STANDARDS

FOR  
PUBLIC AND PRIVATE IMPROVEMENTS

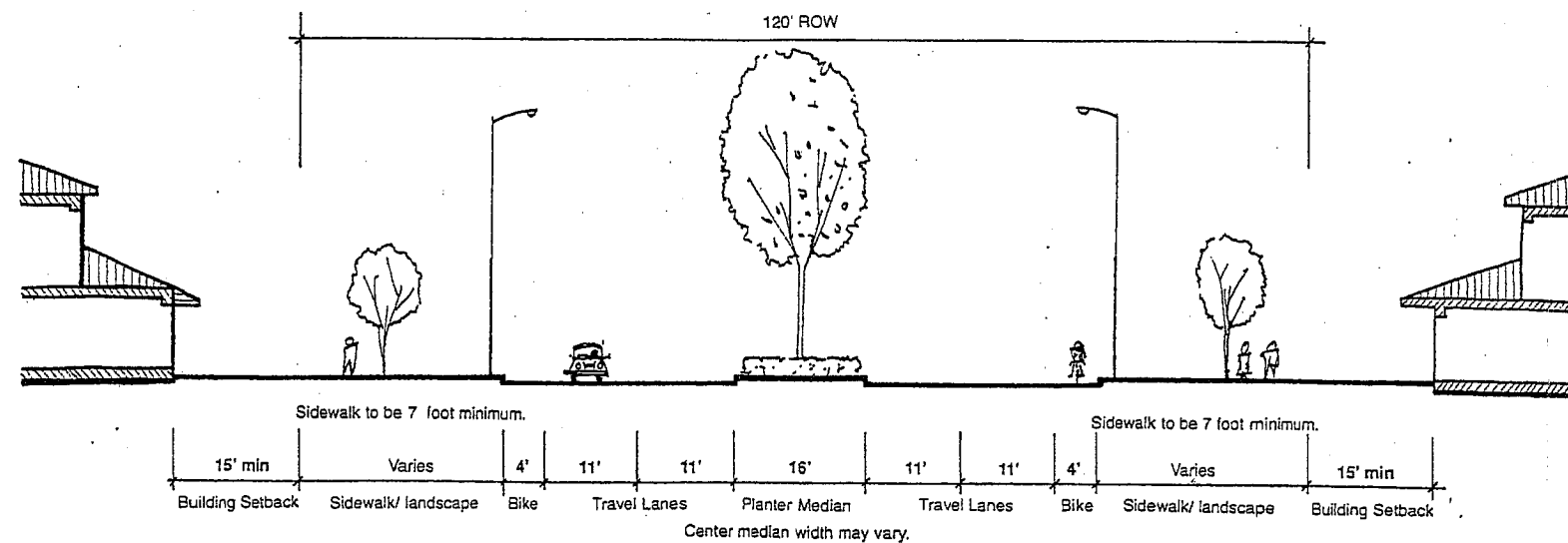
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### FOUR LANES PARKING BOTH SIDES

*Bike lane striping exists south of Blossom Hill Road*



### FOUR LANES NO PARKING

*Bike lane striping exists south of Blossom Hill Road*

## STREET SECTIONS

Nino Avenue to transition at Blossom Hill Road

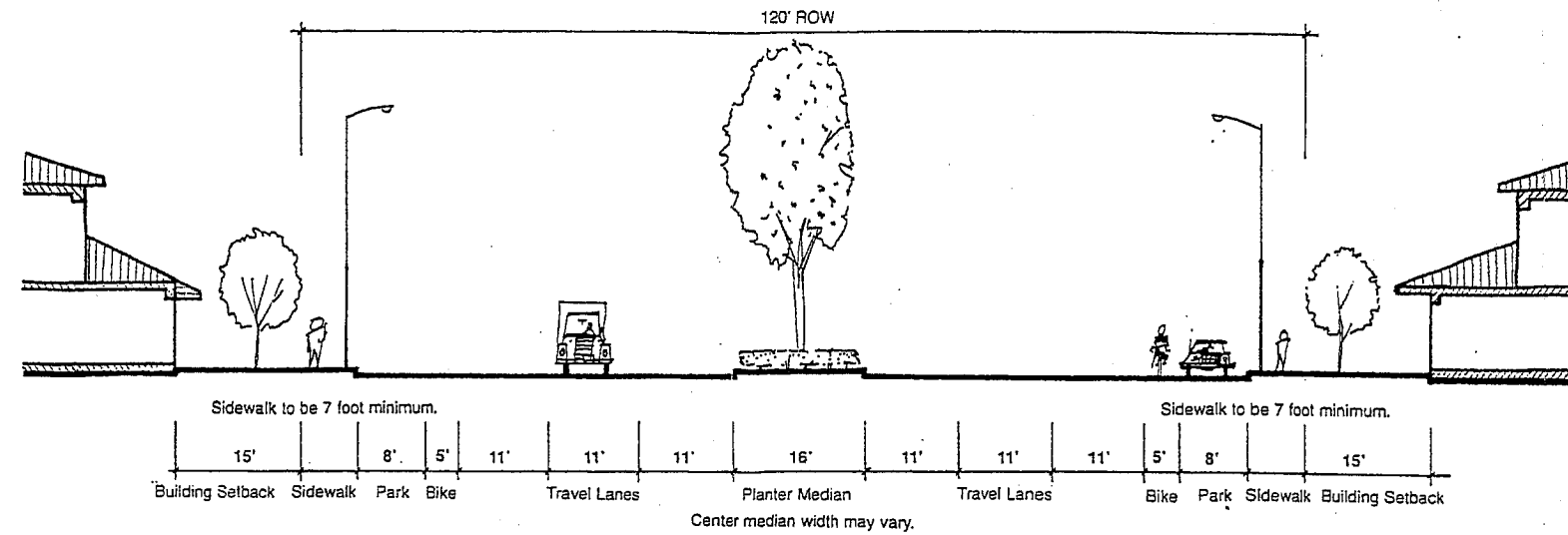
## LOS GATOS BOULEVARD

A STUDY FOR PLANNING & DESIGN STANDARDS  
FOR

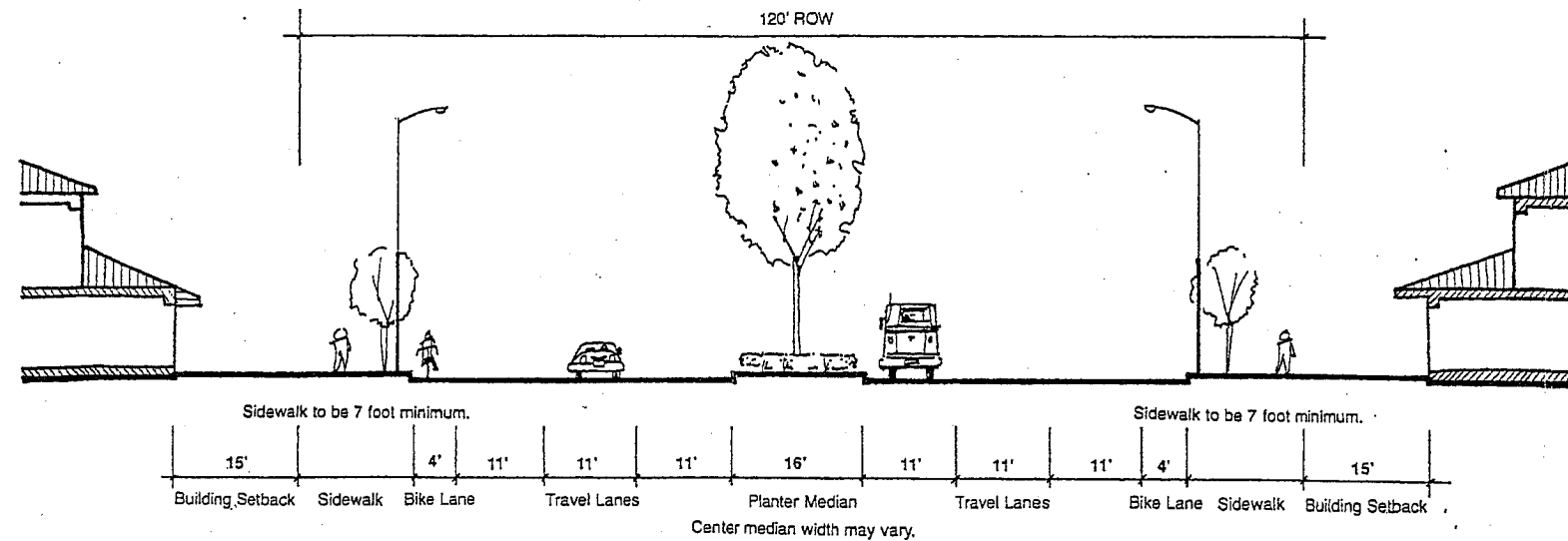
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SIX LANES PARKING BOTH SIDES



SIX LANES NO PARKING

# STREET SECTIONS

Blossom Hill Road to Samaritan Drive

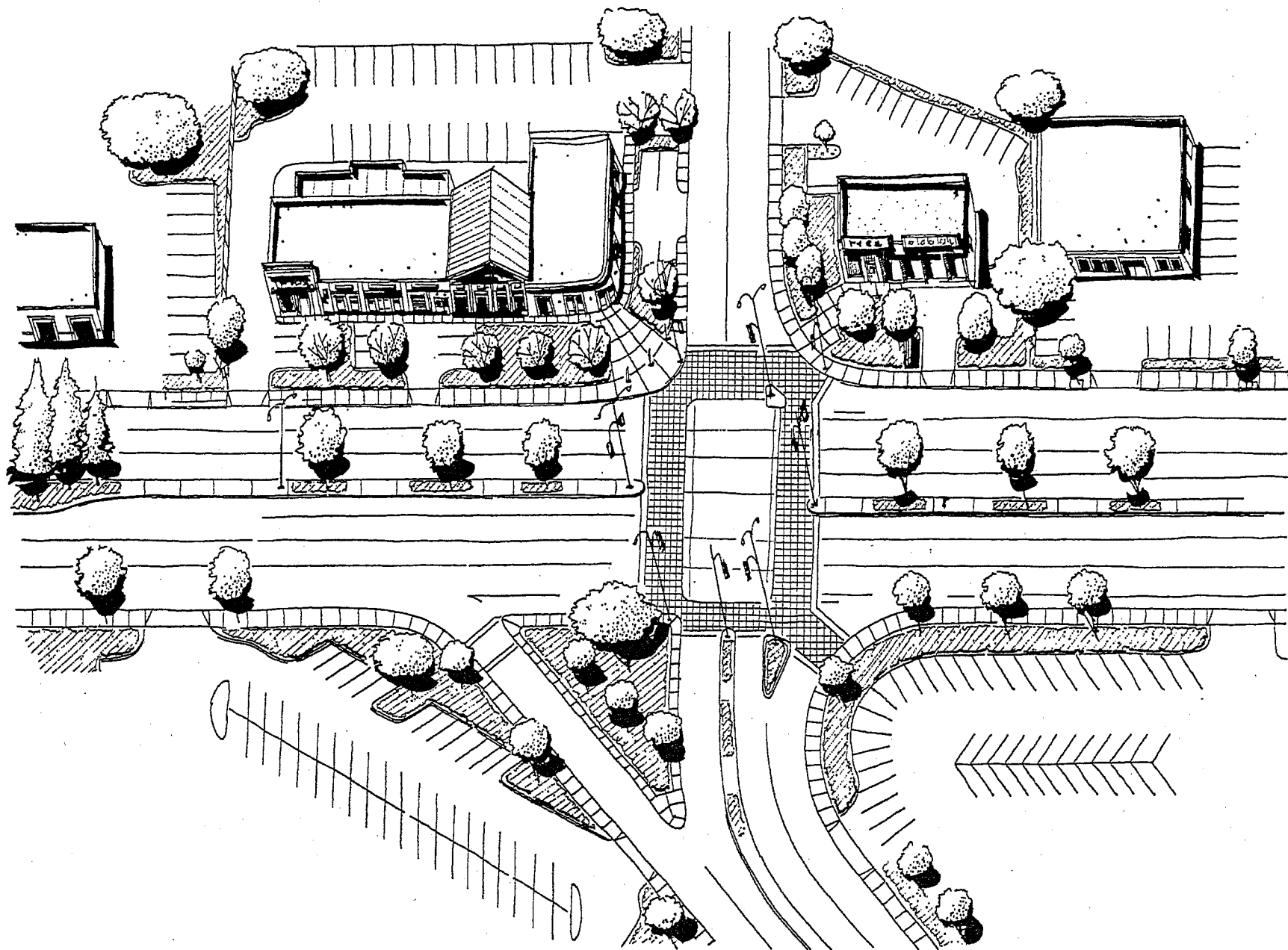
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Intersection of Los Gatos Boulevard & Los Gatos Almaden Road

# **NODE CONCEPT**

Fall 1997

## **LOS GATOS BOULEVARD**

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